

# INHALING NEED ***NOT*** mean throat-irritation —for **YOU!**

These facts about the five most popular cigarettes are given by *eminent doctors who compared them:*\*

In striking contrast to PHILIP MORRIS—the four other brands averaged more than three times as irritating.

Also—their irritant effects lasted more than five times as long!

In PHILIP MORRIS you enjoy this real protection—added to finer pleasure . . . even when you do inhale!



Call for  
**PHILIP MORRIS**

**YOU CAN'T HELP  
INHALING—BUT  
YOU CAN HELP YOUR THROAT!**

## CALL FOR PHILIP MORRIS

**AMERICA'S FINEST CIGARETTE**

\* Reported in authoritative medical journals

# YOU CAN'T HELP INHALING —BUT

## ***YOU CAN HELP YOUR THROAT!***

IT'S true—all smokers some-  
times inhale. But—between  
PHILIP MORRIS and other  
leading cigarettes there's a  
tremendous difference in ir-  
ritant qualities. Doctors who  
compared the five leading  
brands report that . . .

IN STRIKING CONTRAST TO PHILIP  
MORRIS, IRRITANT EFFECTS OF THE  
FOUR OTHER LEADING BRANDS  
AVERAGED MORE THAN THREE  
TIMES AS HIGH—AND LASTED  
MORE THAN FIVE TIMES AS LONG!

Finest tobacco—of course.  
But that's not enough!  
PHILIP MORRIS are made  
differently. They taste better  
—they're proved better for  
your nose and throat.



## CALL FOR PHILIP MORRIS

Just Remember—It's America's Finest Cigarette